

NISP PUBLIC AFFAIRS PLAN - 2009

MISSION: Educate and inform the general public, political leaders and special interest groups about the Northern Integrated Supply Project

- What it is?
- Why it's important?
- Why it's needed?
- Who is involved?

(Positives if implemented, negatives if not)

OBJECTIVES:

1. Develop new independent identity for "NISP Participants" (Jan-Mar 2009)
(Organization, officers, name, meeting schedule)
 - a. Jan. – Feb. NISP meetings discussion
 - b. March 4 Participant meeting finalize identity (Kathy P./Carl)
 - c. By April – signing of bylaws by all 15 Participants (all)
2. Update Participant support letters (Feb. 2009)
 - a. For distribution to Congressional leaders in packets (Brian)
 - b. To use in media packets, etc.
 - c. As handouts
 - d. In support documents
3. Develop political strategy and follow up plan (Feb-Apr 2009)
(Encourage support – assist with background)
 - a. Wash D.C. plans (Eric/Alan F./Carl)
 - b. Schedule meetings with Congressional in-state staff
(Julie/Floyd/Peggy/Brian)
 - c. State legislators (Julie/Floyd/Brian/Eric)
 - d. County officials – Weld/Larimer (Brian)
 - e. Other elected officials as necessary – identify (Brian/Floyd)

4. Create "Friends of NISP" support/advocacy group (Mar-May 2009)
(Identify supporters, community leaders)
 - a. Develop master list (Brian/Floyd)
 - b. Secure all possible email addresses (Brian/admin)
 - c. Review internally (Eric/Don/Carl)
 - d. Update/new resolutions of support (Brian)
5. Meet with participants' boards/councils (Jan-Dec 2009)
(Meeting schedules, handout materials, Northern Water attendees)
 - a. Schedule meetings (Carl/Brian)
 - b. Email blasts on regular basis (Brian/Floyd)
 - c. Keep momentum up!
6. Organize NISP Public Affairs Committee (Jan-Dec 2009)
(Project participant volunteers, consultant advice)
 - a. Set meeting schedule (Brian/Kathy)
 - b. Schedule Floyd's attendance as necessary (Brian)
 - c. Review strategy and progress monthly (Brian/Floyd)
7. Interact with media – newspapers/radio (Jan-Dec 2009)
 - a. Meetings with editorial Boards (Brian)
 - i. Coloradoan
 - ii. NCBR
 - iii. Greeley Tribune
 - iv. Fort Morgan Times
 - v. Others
 - b. Additional newspaper followup (Brian/Floyd)
 - c. Other media
 - i. Water Examiner
 - ii. TV
 - d. Monitor web sites, blogs for related information (Brian/Floyd)

8. Engage ag community (Apr-Sep 2009)
(Support letters/resolutions, attend meetings)
 - a. Ask for continued support (Brian/Eric/Don)
 - b. Ask for updated /new resolutions of support
 - c. Identify key spokespeople (Brian/Floyd)
 - i. Follow up with
9. Organize NISP public events (Jun-Aug 2009)
(Informational meetings, large support group)
 - a. Brainstorm ideas (Brian/Floyd/Carl)
 - b. Develop invite lists (Brian/Floyd)
 - c. Schedule (Brian)
 - d.
10. React and respond to inaccurate and negative comments and media releases
(Jan-Dec 2009)
(Monitor newspapers, prioritize comments/statements, strategize response)
 - a. Monitor media (Brian/Floyd)
 - b. Strategize responses (Brian/Floyd)
11. Develop white papers/key point summaries (March-Apr 2009)
 - a. For spokespeople, Participants, political leaders (Brian/Floyd)
12. Create logo/sign (Feb – Mar 2009)
(Short, sweet, to point)
 - a. Yard sign concept (Burns/Brian/Carl)